

**Annual Report**  
University of Idaho, Cooperative Park Studies Unit  
Cooperative Agreement #1443-CA9000-95-018

1 October 2000 – 30 September 2001

**Introduction**

The Cooperative Park Studies Unit (CPSU) at the University of Idaho has a cooperative agreement with the National Park Service (NPS), Columbia Cascade Support Office to undertake a variety of social science activities. This annual report addresses current subagreements 7, 9, 13, and 17 for all active projects within fiscal year 2001. The report is organized by major projects undertaken in response to each subagreement and modification. Each modification is referenced in the left margin.

**A. Subagreement 7: Cooperative Park Studies Unit Activities**

The CPSU activities under subagreement 7 include a wide variety of social science research projects, research publications, a scholarship program, technical assistance, and other project management activities.

Modification 19

Sabbatical in the Parks

The CPSU manages the program to assist in arranging faculty sabbaticals to conduct research and other scholarly activity that provides usable knowledge for the NPS and/or advances science and human understanding. Two brochures were completed and posted on the NPS Social Science Program website, one for faculty and one for parks. The website was made interactive. A poster was produced and widely distributed. Four sabbaticals have been organized, and ten are under negotiation. The program was presented in the at the 2001 meeting of the American Association for the Advancement of Science and the NPS Social Science Program session at the 2001 Meeting of the George Wright Society.

Modifications 8  
and 19

Socioeconomic Regional Atlas

As part of the CPSU's work on ecosystem management, a socioeconomic atlas prototype for parks was initiated and continues to be developed. Two atlases are complete. A third atlas has been reviewed by the park and is undergoing final revision. A fourth draft atlas has been completed and will undergo internal review before going to the park for comments. The project was presented at the 2001 Annual Meeting of the American Association of Geographers, the NPS Social Science Program session at the 2001 Meeting of the George Wright Society, a graduate seminar for Yale University's School of Forestry and Environmental Studies, and the NPS Planning Leadership Group meeting.

Modifications  
10,14 and 17

#### Social Science Program Web Site

The internet web site for the NPS Social Science Program, at <http://www.nps.gov/socialscience>, received continued use and continues to be updated.

Modifications 10,  
14 and 17

#### Canon National Parks Science Scholars Program

The Canon National Parks Science Scholars Program is coordinated by the Project Leader of the CPSU. The Project Leader acts as liaison with Canon USA, Inc., the American Association for the Advancement of Science (AAAS), and the National Park Foundation (NPF).

The 2000 Canon National Parks Science Scholars Symposium was held in Williamsburg, VA in November, followed by an awards event in Washington, DC. All 20 Canon Scholars attended, along with representatives of Canon USA, Inc., the NPS, the NPF, and the AAAS.

The Project Leader continues to monitor progress of all Canon Scholars, including 3 Ph.D. graduates. Each student continues to make satisfactory progress on his/her research and is on schedule.

A 2000 annual report was prepared by the CPSU for Canon USA, Inc. and distributed to park superintendents in November.

Announcements and applications for the 2001 competition were prepared, widely distributed to universities and parks, and posted on the Social Science Program web site in December. The 2001 competition was advertised in several diverse scientific journals and elsewhere. 35 student proposals were received and 8 scholarships were awarded.

A proposal to extend and expand the program was prepared.

Modifications 10,  
14 and 17

#### Technical Assistance

The CPSU provides technical assistance to parks, regions, WASO, and the Department of the Interior. During FY01, assistance was provided by CPSU staff to:

- NPS Goal Group II,
- NPS Performance Management Council,
- Science Advisor to the Secretary of Interior,
- Associate Director for Cultural Resource Stewardship and Partnerships,
- NPS Advisory Board,
- NPS Planning Leadership Group,

- NPS River and Trails Program,
- NPS Safety Division on a suicide prevention project,
- DOI Staff, and
- US Army Corps of Engineers on the Florida Keys carrying capacity study.

The CPSU provided technical assistance to the Urban Recreation Research Center at Southern University and A&M College at Baton Rouge, Louisiana. Dr. Machlis:

- served as adjunct faculty member,
- approved research plans,
- made two site visits,
- attended an NPS job fair, and
- participated in URRC advisory committee activities.

Modifications 8,  
10, and 14

#### Social Science Research

Oregon State University (OSU) was subcontracted to conduct a study on the effect of the Fee Demonstration Program on backcountry users. OSU prepared and submitted a technical report. The project is complete.

Northern Arizona University (NAU), subcontracted to conduct a national survey of the American public regarding park visitation, completed a final report. The final report was published. Distribution to NPS leadership and others will take place in November. A presentation was planned for Washington D.C.

Michigan State University (MSU), subcontracted to advance and test the Money Generation Model (MGM), conducted a training workshop for NPS employees at the 2001 Meetings of the George Wright Society. A brochure and website were completed. An online form to request assistance running the MGM2 shortform was launched. Three parks were selected for complete economic impact analysis.

Texas Agricultural Experiment Station of the Texas A&M University System, subcontracted to study the development and advancement of carrying capacity management techniques for the National Park Service, has submitted several progress reports. A telephone survey was conducted during the summer.

Modification 15, 17 and 18	An interagency social science research plan on the human dimensions of fire management was initiated for the National Wildfire Coordinating Group. A literature review and a policy analysis were prepared. A client assessment was conducted, with 11 nominal group workshops held with federal fire management employees and stakeholders. A draft research plan was prepared and distributed to over 300 reviewers.
Modifications 16, 17 and 18	<p>Dr. Steve Hollenhorst of the University of Idaho, subcontracted to develop a customer satisfaction card for the National Scenic and Historic Trails, completed two pilot test reports.</p> <p>A paper on "The Association of Gender, Ethnicity and Social Class in Outdoor Recreation Experiences" was prepared by Dr. Don Rodriguez and a graduate student at Colorado State University. A final report was received, and an article was published in <i>National Parks</i> magazine.</p>
Modifications 10, 12, and 14	<p><u><i>Social Science Research Review Series</i></u></p> <p>The CPSU publishes the <i>Social Science Research Review</i>, a series of individual papers focused on particular topics of interest to park managers.</p>
See also: Modification 7	The fourth issue, entitled "Visitor Capacity in the National Park System," by Dr. Glenn Haas of Colorado State University, was published and distributed in April to all parks and NPS offices, NPS partners (e.g., BRD science centers), and others.
See also: Modifications 11, 12, 13 and 16	<p>The fifth issue, on public involvement, was prepared by Dr. Jo Ellen Force of the University of Idaho and underwent peer review. The public involvement effort is a collaboration with the Alaska Support Office. The issue will be published Winter 2002.</p> <p>The sixth issue, on the human dimensions of wildlife management, is being prepared by Dr. Alistair Bath of Memorial University of Newfoundland and Dr. Jody Enck of Cornell University. A draft has been completed.</p>
See also: Modification 15 and 18	The seventh issue, on the human dimensions of federal fire management, is being prepared by Dr. Seth Tuler of Clark University. A draft was completed and underwent peer review.

## **Subagreement 9: Visitor Services Project and Visitor Survey Card Activities**

The Visitor Services Project (VSP) conducts in-depth visitor surveys at up to 10 park units each year. The Visitor Survey Card (VSC) assists units within the National Park System in conducting customer satisfaction surveys to help the NPS measure and respond to goals outlined in the Government Performance and Results Act (GPRA). Both projects are included in subagreement 9 of the cooperative agreement.

Modification 21  
See also Modifications  
14, 17, and 19.

Final reports were completed for the following FY00 VSP studies:

- Badlands National Park
- Eisenhower National Historic Site
- Haleakala National Park
- Olympic National Park
- USS *Arizona* Memorial
- White House Tours and Visitor Center

As of 30 September, the report on the Mount Rainier National Park FY00 VSP study was undergoing review comments from the park unit.

Closing workshops or Power Point presentations were completed for all FY99 parks.

See also: Modifications  
20, 21 and 22

Fieldwork was completed for the following FY01 VSP studies:

- Biscayne National Park
- Colonial National Historic Site and Jamestown National Historic Site
- Crater Lake National Park
- Pictured Rocks National Lakeshore
- Shenandoah National Park
- Valley Forge National Historic Park

The VSP prepared its annual report on visitors, *Serving the Visitor 2000: A Report on Customers of the National Park Service*. The Visitor Survey Card results for 2000 are included in the report. The report was distributed to NPS associate directors, regional directors, superintendents and other managers in May 2001 and will be posted on the NPS Social Science Program web site.

The VSP Advisory Committee annual meeting was held 10 May 2001 in Washington, DC and 10 parks were selected for 2002 VSP studies.

See Modification 21

#### Visitor Survey Card

The VSC finalized the reporting for the FY00 surveys and delivered all individual park reports.

327 park units participated in the FY01 survey. 303 parks received valid data. The scanning and data coding were subcontracted to Visual Input Systems Analysts, Inc. As of 30 September, final reports had been sent to approximately 229 parks.

The drop box pilot test was expanded to include 29 parks in FY01. Participating parks saw a 20% increase in visitor response rates on average.

A VSC database, in conjunction with the VSP database, was subcontracted to the Survey Research Center at California State University-Chico. Data files from FY98 FY99, and FY00 surveys have been sent to the subcontractor.

Washington State University (WSU), subcontracted to conduct research on "Determinants of Response Rates in National Park Satisfaction Surveys," submitted a final report and published a paper in *Proceedings of the Survey Methods Section of the American Statistical Association*.

### **Subagreement 13: NPS Social Science Program**

The UI CPSU manages the NPS Social Science Program, and Dr. Machlis serves as the NPS Visiting Chief Social Scientist and the Cooperative Ecosystem Studies Unit Council Coordinator. Subagreement 13 specifies the reporting requirements for the Social Science Program.

Modifications 3 and 4

#### Annual and Semi-annual Reports

A FY00 annual report was completed in January 2000 and posted online at <http://www.nps.gov/socialscience/waso/products.htm>. A FY01 semi-annual report was completed in June 2001 and posted on the NPS SSP website.

Modification 5 and 6

Change in budget.

Modification 7

#### Cooperative Ecosystem Studies Unit (CESU) Network

Dr. Machlis coordinates the CESU Network, which provides research, technical assistance to agency managers and resource professionals in 10 federal agencies. In FY01, a third nation-wide competition was conducted and 2 new CESUs were selected, bringing the total to 10. A fourth round competition was initiated. A Report to Congress was completed. Dr. Machlis conducted Council meetings, site visits, served as liaison to universities and agencies, and presented reports to DOI, NPS, and other organizations.

**Subagreement 17: Visitor Risk**

Subagreement 17 was established specifically for work on NPS visitor risk assessment and visitor safety. Clark University, subcontracted to conduct a Comprehensive Study of Visitor Safety in the National Park System, submitted several progress reports. A literature review was completed, and draft technical reports on NPS risk analysis and risk conditions were prepared. Fieldwork for a visitor survey was conducted during summer 2001.

## **Publications and Presentations**

Forist, B. "A Look Ahead: Key Social and Environmental Forecasts Relevant to the National Park Service," presented at the 2001 Annual Meeting of the New Jersey Association of Landscape Architects, Atlantic City, New Jersey, 13 February 2001.

Littlejohn, M. "Giving Visitors a Voice: Visitor Studies in the National Park System," presented at Interdisciplinary Research Seminar, Ohio State University, 8 May 2001.

Machlis, G.E., M. Littlejohn, and J. Hoyer. 2000. *Serving the Visitor 2000: A Report on Customers of the National Park Service*. Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho.

Machlis, G.E. "Using Public Comments to Drive Change," presented at the Environmental Protection Agency's Annual National Customer Service Conference, Atlanta, Georgia, 29 November 2000.

Machlis, G.E. "An Introduction and Overview: The Role of National Parks in Science," presented at the 2001 Annual Meeting of the American Association for the Advancement of Science, San Francisco, California, 17 February 2001.

Machlis, G.E. "An Astonishing Gathering," presented at the Urban Recreation Research Center/National Park Service 2001 Job Symposium, Southern University and A&M College, Baton Rouge, Louisiana, 20 February 2001.

Machlis, G.E. "Key Trends in the Near Future," presented at the 2001 Northeast Region Chief Rangers Conference, Newport, Rhode Island, 1 March 2001.

Machlis, G.E. "Visiting the People's House: The White House Tours and White House Visitor Center Visitor Studies," presented to the White House Visitors Office and the White House Liaison Office, Washington DC, 27 March 2001.

Machlis, G.E. "Usable Knowledge: A Progress Report on the National Park Service Social Science Program," "Cooperative Ecosystem Studies Units: A Progress Report," and "A Look Ahead: Key Social and Environmental Forecasts Relevant to the National Park Service," presented at the 2001 Meeting of the George Wright Society, Denver, Colorado, 17 - 20 April 2001.

Machlis, G.E. "The Human Dimensions of Ecosystem Management" and "An Introduction to the National Park Service Social Science Program," presented to Yale University School of Forestry and Environmental Studies graduate seminar, "Ecosystem Management: Community Forestry and Protected Area Application," Valley Forge, Pennsylvania, 21 April 2001.

Machlis, G.E. "Key Trends in the Near Future," presented at the Idaho Conservation Education Summit, Twin Falls, Idaho, 28 April 2001.

Machlis, G.E. "Usable Knowledge: The Role of Social Science in the U.S. National Park Service" presented to Parks Canada, Ottawa, CANADA, 22 May 2001.

Machlis, G.E. "Key Trends in the Near Future" and "Cooperative Ecosystem Studies Units: A Progress Report," presented at the Natural Resource Challenge Dialogue, Academy of Sciences, Chicago, Illinois, 12-14 June 2001.

Machlis, G.E. "Creating Usable Knowledge for the Detection of Environmental Change," presented at the Detecting Environmental Change: Science and Society Conference, London, England, 20 July 2001.

McKendry, J. "A Regional Atlas for Park Management," presented at the 2001 Annual Meeting of the American Association of Geographers, New York, New York, 1 March 2001.

McKendry, J. "A Regional Atlas for Park Management," presented at the NPS Social Science Program session at the 2001 Meeting of the George Wright Society, Denver, Colorado, 17 April 2001.

McKendry, J. "A Regional Atlas for Park Management," presented to Yale University School of Forestry and Environmental Studies graduate seminar, "Ecosystem Management: Community Forestry and Protected Area Application," Valley Forge, Pennsylvania, 21 April 2001.

McKendry, J. "A Regional Atlas for Park Management," presented at the NPS Planning Leadership Group meeting, Santa Monica Mountains NRA, 5 June 2001.

Visitor Services Project Visitor Survey Reports:

Badlands National Park  
Eisenhower National Historic Site  
Haleakala National Park  
Olympic National Park  
USS *Arizona* Memorial  
White House Tours and Visitor Center

Visitor Services Project Visitor Survey Card Reports

Individual park reports: completed the last of 324 reports for FY00, and 229 for FY01  
NPS cluster reports: 12 for FY00  
NPS region reports: 7 for FY00  
National report: 1 for FY00

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